

- ⇒ Positioning
- ⇒ SWOT
- ⇒ Value chain
- ⇒ Implementation steps

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### I. Positioning Statement

An innovative, simple and user-friendly software that only allows an advertisement's window-banner to disappear from each viewer's screens after the viewer enters data that is relevant to the advertised brand or product (could be multiple-choice-questions, or typed-in words or otherwise submitted data, such as vocally or manually drawn).

It will exploit the interactive capabilities that the internet offers to provide more accurate feedback to the advertised companies on the web compared to the current measurements of clicks or non-measurable unidirectional broadcast of banners that obstructs the commercial development and exploitation of the internet.

Like in other media, the effectiveness and thus value of advertisement is primarily derived by the impact on potential customers' perception. In the traditional non-interactive (unidirectional media), this impact is measured by seeking expensive direct feedback from the readers/viewers. Paradoxically, the same unidirectional advertising practice has been followed in the Internet.

The Internet's novelty was limited to track "clicks" and pay a commission on the realized sales. By only tracking and counting "clicks", companies failed to capture the effect of **building** brand-awareness that is caused by web ads; however, such an effect is not immediately translated into sales, such as those that are measured by clicks.

This new format may be built in the software for web ad creation.

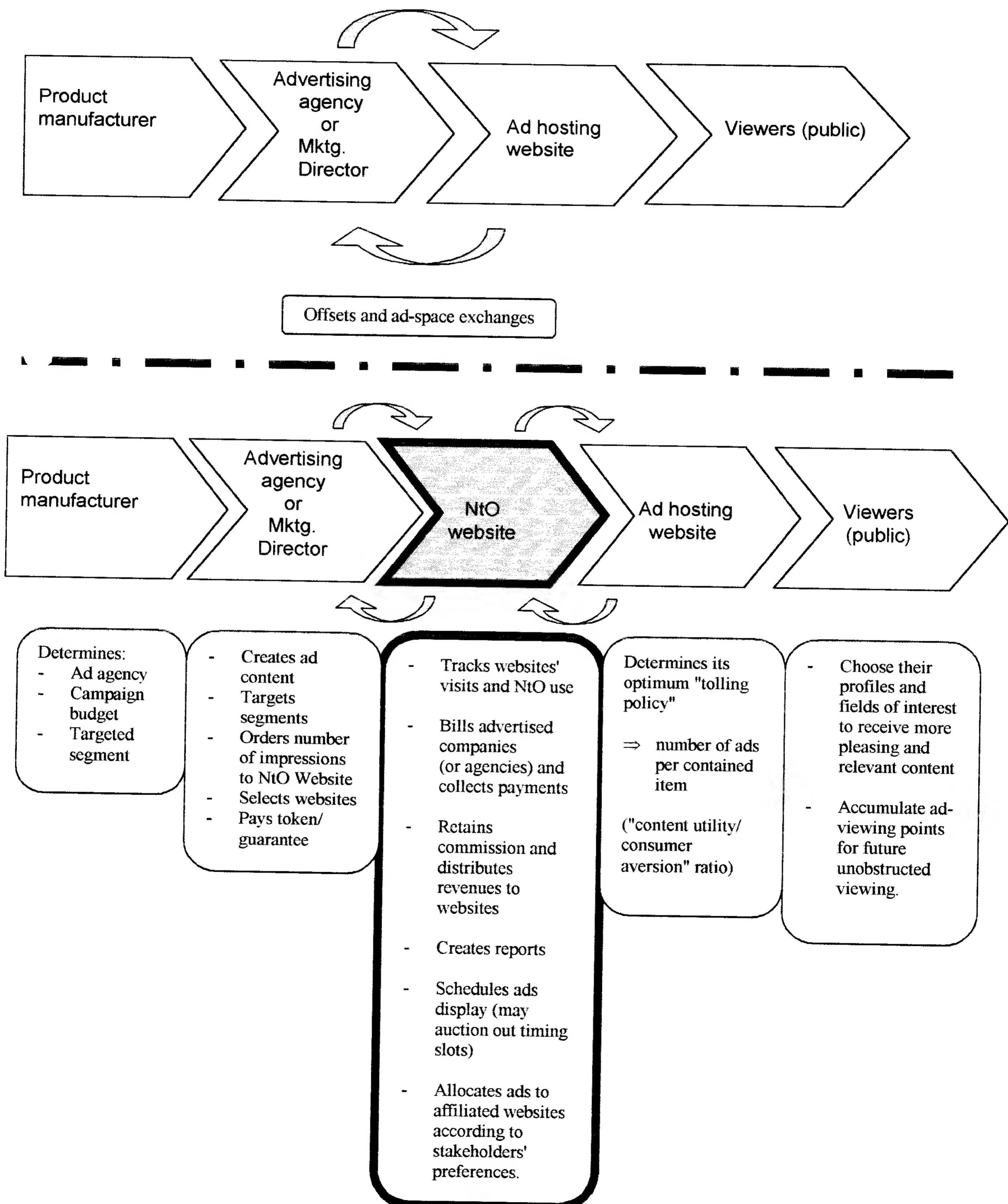
Product proposition:

- utilizes the internet's interactive qualities to make ad viewers acknowledge register and process ad messages
- Secures/guarantees the readership of ads.
- Provides a better measurement of ad effectiveness, thus helping an entire industry to create better and sounder revenue models and more accurate pricing policies, thus contributing to a new boost of New Economy ventures.

## II. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>⇒ One-click precedent by Jeff Bezos</li> <li>⇒ Ability to subsequently amend patent application</li> <li>⇒ May be flexible (e.g. being adjustable to profile of viewer, while could be made to appear in preset intervals)</li> </ul>	<ul style="list-style-type: none"> <li>⇒ limitations with technological requirements</li> <li>⇒ technical difficulties with monitoring revenues, compliance of customers, piracy</li> <li>⇒ must outsource all services</li> <li>⇒ cost of filing patent/copyright application</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>⇒ Existence of web consultants</li> <li>⇒ Κωνσταντίνα - κα Σπάρη - Merav</li> <li>⇒ Dimitris Spiliotis</li> <li>⇒ New Economy's slowdown as a result of unsustainable revenue models</li> <li>⇒ Join forces with RealPlayer or their competitors</li> <li>⇒ Give it away for free to highly frequented time for limited time period</li> </ul>	<ul style="list-style-type: none"> <li>⇒ difficulty in getting granted a patent due to precedent similar applets</li> <li>⇒ piracy</li> <li>⇒ <i>inability to monitor</i></li> </ul>

### III. Supply Chain - New Intermediation



#### IV. Implementation steps

- ⇒ get figures from Forester:
  - investigate existence of similar patterns
  - design revenue model
- ⇒ learn about difficulties with monitoring revenues and piracy (perhaps readerships of websites reveal revenues automatically)
- ⇒ examine existing platforms for writing ads
- ⇒ study pricing literature (for price discrimination and "fair price"); learn cost figures of printed ads (cost per acknowledged/registered viewing of ad that contributes to building brand-name) → calculate how much can be split between website and NtO.
- ⇒ proceed with OBI/OPI
- ⇒ talk to Dimitri + Merav + Κωνσταντίνα + Χατζηδημητρίου
- ⇒ Examine issues of critical mass in determining alliances.